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ABSTRACT

Green hotel practices are initiatives or something that can change hotel activities; and will provide advantages and benefits to the hotels if implemented. The objective of this study is to analyse factors that influencing the implementation of green practices in hotels and identify the benefits gained if green hotel practices are implemented successfully. There are four factors that are influencing the green practice hotel is cost, consumer support, and employee support. These factors can develop to get more evidences and description in this research. Second objective is to analyse benefit of green hotel practices. This study is based on a brief review of previous theoretical contributions collected from studies from 2010 to 2021 then from abroad and within the country. The argumentative essay approach is used to show that there are various sources or articles commenting on green hotel practices as well as benefits and factors. Argumentative can also add to our knowledge about green practice when we read all articles that we selected. An analysis of several green marketing management journals and articles was made to identify factors that may influence green hotel practices and analyse the benefit of green hotel practices. Then, we can also find out the importance of green practice hotel management in a hotel business. Moreover, this way can attract tourists to stay in the hotel. The study can help us to understand about green hotel practice in hotel management. At the same time, it can give more benefits to hotel industry when they practiced green hotel.

Keywords:

Green Hotel Practice, Hotel Industry, Cost, Environment, Saving, Competition